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COMMISSION

CELA

August 22, 2017

Wanda D. Brown, Attorney
OGC Enforcement
Federal Election Commission
999 E St. NW
Washington, DC 20463

Re: MUR 7252

Dear Ms. Brown,

I represent Ms. Debra Lonsdale, the respondent in the above referenced matter. Please accept this letter as her response to the Complaint filed against her.

Ms. Lonsdale is a private citizen who only recently became politically active. As such, the world of campaign finance regulations is new to her and she did not recognize that federal regulations may apply to a private citizen not working as part a formal campaign.

The billboard that is the subject of the Complaint against her was financed through a crowdfunding website through low dollar donations. She transmitted the graphic for the billboard to the billboard company and they informed her that she should put an address and paid-for information on the billboard. It was her understanding that they knew the information that must be included and she consented to all necessary information being put on the billboard. She explicitly gave them permission to put her address on the billboard, and it was only after this Complaint was filed that she went back and noticed that the address was not ultimately included. This was an oversight made by a citizen not versed in campaign finance regulations.

The billboard is no longer running and Ms. Lonsdale has no current plans to run it or other related billboards.

We request that the Complaint against Ms. Lonsdale be dismissed because there was no intent to avoid or subvert campaign finance regulations. Indeed, Ms. Lonsdale made an effort to comply and relied (mistakenly) on advice from someone who purported to have knowledge of what

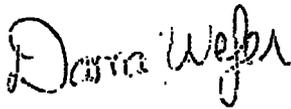
information should have been included on the billboard. If any campaign finance regulations were violated, it was unintentional.

Alternatively, if the Complaint cannot be dismissed, we request a settlement with no civil penalty because punishing Ms. Lonsdale for her mistake would have a chilling effect on speech and political activism.

Either way, this process has been a learning experience for Ms. Lonsdale and she will be hypervigilant about federal campaign finance laws in her future political endeavors.

Thank you for your consideration of this matter. Please feel free to call me with any questions or clarifications.

Thank you,

A handwritten signature in cursive script that reads "Dana Wefer".

Dana Wefer, Esq.
Attorney for Respondent Debra Lonsdale

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